INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1386 — Washington, D. C. — May 10, 1952

N.C.A. 1951 Financial Report

A copy of the audited financial statement of the National Canners Association for 1951 was mailed this week to each member.

Henry H. Fowler To Head DPA As Fleischmann Resigns

Henry H. Fowler, now Administrator of the National Production Authority, was nominated by the President May 7 to be Defense Production Administrator. He would succeed Manly Fleischmann, who will leave the DPA post May 31.

Mr. Fowler, an attorney who has served the government in various important posts during emergency periods, was appointed Administrator of NPA on January 8, 1952. Under the President's plan, Mr. Fowler would head both the DPA and NPA, as Mr.

(Please turn to page 173)

Former FBI Operative Will Address N.C.A. Board at Forthcoming Spring Business Meetings

W. Cleon Skousen, assistant to the president of Brigham Young University, Provo, Utah, and for 16 years a leading operative with the Federal Bureau of Investigation, will be the guest speaker at the luncheon that will follow the second session of the N.C.A. Board of Directors, at Hotel Statler, Tuesday, May 20. Title of Mr. Skousen's address is "The Secret Weapon of Communism."

Mr. Skousen's talk on this subject was one of the outstanding events at the annual convention of the Utah Canners Association in March.

He was born in Raymond, Alberta, Canada, but has lived in the United States most of his life, except for two years in Mexico and England. Mr. Skousen received his L.L.B. degree from George Washington University in Washington, D. C., and was admitted to practice in the District of Columbia. His long years of meritorious service with the FBI followed, and it was only recently that he joined the Brigham Young University faculty.

Schedule of Meetings of Board, Council, Committees

Following is a schedule of meetings of the Board of Directors, Administrative Council, and N.C.A. Committees:

Sunday, May 18

10 a.m.—Labeling Committee, Library, N.C.A.

2 p.m.—Convention Committee, Main Conference Room, N.C.A.

6 p.m.—Dinner Meeting, Public Relations Committee, N.C.A. Headquarters

Monday, May 19

9:30 a.m.—Raw Products Committee, Library, N.C.A.

10 a.m.—Administrative Council, Main Conference Room, N.C.A.

12:30 p.m.—Board of Directors Luncheon (Board, Council, Committees, State Secretaries), Congressional Room, Hotel Statler

2 p.m.—Board of Directors (First Session), Congressional Room, Hotel Statler

7 p.m.—Dinner Meeting, Retirement Plan Trustees, N.C.A. Headquarters

Tuesday, May 20

10 a.m.—Board of Directors (Second Session), Federal Room, Hotel Statler

12:30 p.m.—Board of Directors Luncheon, Congressional Room, Hotel Statler

7 p.m.—President's Dinner for State Secretaries, Pan American Room, Hotel Statler

Wednesday, May 21

9:30 a.m.—Washington Laboratory Advisory Committee, Main Conference Room, N.C.A.

United States Trade Policy Cited by State Department

Administration policy with respect to foreign trade was set forth recently by the State Department in a memorandum dealing with United States import restrictions.

The State Department memorandum was a response to a protest by the Italian Embassy in Washington on "U. S. import restrictions and other protectionist practices." The State Department memorandum stated, in part:

"The Department wishes to assure the Italian Embassy of the continuing interest of this government in expanding the opportunities for world trade and in permitting other countries to earn the dollars with which to pay for their essential imports, thus cutting down the need for extraordinary United States assistance. The Department believes not only that a high level of imports can be absorbed by the United States economy but that imports benefit the United States as well as the other nations joined in the defense of the free world. Existing legislation provides ample safeguards to protect domestic producers in the minority of cases where a high level of imports might cause serious injury to domestic industry. To the American consumer a high level of imports means a wide variety of goods from which to choose and generally lower prices. To many important domestic producers, imports mean an increase in the dollars available to foreign nations which makes it possible for them to buy American goods, including products from all sections of the country and from a wide range of industries. Furthermore, the threat to the security of the free world makes it even more urgent that high levels of world trade be encouraged so that the nations of the free world can cooperate in making the best possible use of their resources, their plants and their labor force. By each contributing what it can produce more efficiently, the defense and economic stability of the democratic nations will be strengthened."

The State Department memorandum also announces policies with respect

(Please turn to page 173)

PUBLICITY

Woman's Day Magazine

In the May issue of *Woman's Day* magazine, the popular "Found Money" article is entitled "For Fifty Cents or Less."

The six main dish recipes given in the monthly budget article have canned mackerel as the main ingredient. The article is headed "Convenient-to-use canned mackerel goes into these dishes." Included in the mackerel recipes are canned peas, tomatoes, and pimientos. The recipes range in price from 32 to 50 cents for four servings.

What's New in Home Economics

The May issue of *What's New in Home Economics* devotes its foods section to fruits and vegetables. Canned foods were included in the discussion of diet requirements and again in the following statement:

"A large percentage of all fruits and vegetables used are canned—from 75 to 90 percent of the crop of corn, peas, and tomatoes, and from one-third to one-half of the apricot, peach, pear, and citrus crop. Substantial amounts of other popular products are also canned. Pear crush, peach crush, and tomato aspic are newcomers in the canned food field. There is an increase in dietetic pack of canned foods—fruit, vegetables, and juices are packed without sugar or salt. A larger percentage of both fruit and vegetables than formerly now comes in 8-ounce, No. 300, No. 303, and No. 1 Picnic Size units for small families. Peaches, pears, apricots, cranberry jelly, peas, tomatoes, corn, green and wax beans, and asparagus are packed in these similar containers."

Today's Woman Magazine

Ruth Fairchild, food editor, features canned and packaged foods in her article, "14 Jiffy Meals From Your Pantry Shelf," in the May issue of *Today's Woman* magazine.

The article consists of 10 pages of menus, recipes and attractive photographs in both color and black-and-white. The author says, "With our market order and 10 pages of menus and recipes as a guide, you'll find you can easily keep several complete meals on hand."

Used in the 14 menus are 11 canned meats and entrees, 7 canned fish, 6 canned soups, 5 canned juices, 21 canned vegetables, 12 canned fruits, and 4 miscellaneous items.

McCall's Magazine

Vilya Y. Steck, associate food editor, features canned meats in the illustrated article "Meat's Canned Food's Grand!" in the May issue of *McCall's* magazine.

"With a can of good meat in hand and *McCall's* good recipes, a grand meal is as good as on your table," says the author. Three menu suggestions are given—"all very special," she says. The three main dishes use canned corned beef and pimiento, canned spiced pork, and canned corned beef and sauerkraut.

Each of the menus is pictured in color photographs in a double-page spread. The party appearance of the foods emphasizes what good meals can be prepared with canned meats.

STATISTICS

1951 Packs of Spinach and Other Greens

The 1951 pack of canned spinach totaled 6,741,995 actual cases, as compared with 4,851,636 cases packed in 1950, according to a report by the N.C.A. Division of Statistics.

On the basis of 24 2's, the total 1951 pack amounted to 7,648,024 cases as compared with 5,562,854 cases in 1950.

In addition to the spinach pack, the Division of Statistics has compiled a report of the packs of other greens.

1951 Pack of Canned Spinach

State	1951 Spring	1951 Fall
	(*actual cases*)	
New York	95,426	.....
Maryland	289,024	106,033
Ozarks	1,445,311	117,069
Texas	669,004	374,300
California	3,069,413	234,983
Other states	266,283	75,119
U. S. Total	5,834,461	907,534

1951 Pack of Other Greens

State	1950	1951
	(*actual cases*)	
Turnip greens:		
Maryland	65,051	69,212
Ozarks	598,472	702,101
Texas	56,167	137,429
Other states	389,372	665,675
U. S. Total Turnip greens	1,109,062	1,574,417
Mustard greens	408,191	575,668
Other greens	262,085	455,895

1951 Pack of White Potatoes

The 1951 pack of canned white potatoes amounted to 1,268,078 actual cases as compared with 1,535,018 cases packed in 1950, according to a report by the N.C.A. Division of Statistics.

	East	West
	(*actual cases*)	
24/2	424,493	345,826
48/8Z	41,445	5,061
24/303	7,750	111,036
24/2½	.....	40,700
6/10	78,884	38,414
Misc. tin and glass	33,830	140,639
Total by area	586,402	681,676
U. S. Total		1,268,078

East includes Ala., Del., Fla., Ga., La., Me., Md., Miss., N. J., N. Y., and Va. West includes Ark., Calif., Ind., Minn., Nebr., Okla., Tex., Utah, and Wis.

1951 Pack of Sweet Potatoes

The 1951 pack of canned sweet potatoes amounted to 2,644,472 actual cases as compared with 3,467,395 cases packed in 1950, according to a report by the N.C.A. Division of Statistics.

1951 Pack of Sweet Potatoes by States

State	1950	1951
	(*actual cases*)	
Md., Va., and N. J.	1,972,433	1,506,281
La., Miss., and Ala.	1,254,844	896,715
Other states	240,118	241,476
U. S. Total	3,467,395	2,644,472

1951 Pack of Sweet Potatoes by Container Size and Style of Pack

	Solid Style	Syrup Style	Vacuum Style
		(*actual cases*)	
No. 2	.....	253,149	.....
8 oz.	4,118	148,604	.....
No. 303	.....	10,000	25,430
No. 2½	14,233	832,658	.....
No. 10	40,298	231,184	.....
No. 3 Vac. (squat)	226,230	369,088	435,699
Miscellaneous	5,624	48,157	.....
Total 1951	290,503	1,892,840	461,129
Total 1950	108,109	2,652,852	706,434

Poultry Canned in March

The quantity of poultry canned or used in canning during the first quarter of 1952 totaled 43,250,000 pounds as compared with 49,174,000 pounds during the same period last year, according to the Bureau of Agricultural Economics. The quantities used during each of the three months were lower than for the corresponding months of 1951. The quantities used in canning this year totaled 13,425,000 pounds in January, 12,562,000 pounds in February, and 17,263,000 pounds in March.

SUPPLIES

1952 Pesticide Outlook

Supplies of pesticides for the 1952 crop years are expected to be approximately equal to anticipated requirements, at prices not greatly different from those which prevailed in 1951, according to a report by the Bureau of Agricultural Economics in *The Farm Cost Situation.*

Supplies of products containing copper and sulphur may not be sufficient to fill all demands, but alternate materials will be generally available. Manufacturers' prices of most pesticidal materials except 2,4-D and aldrin have remained almost unchanged for the past year. Prices of 2,4-D now average about 15 percent higher and prices of aldrin average about 9 percent lower than a year ago.

Preliminary reports from manufacturers and from PMA state committees show that the total quantity of pesticides manufactured and sold in 1951 was greater than in 1950. The carryover of many of the important pesticides at the end of the 1951 crop season was larger than a year earlier. Manufacturers' stocks of some pesticides were larger and inventories held by retailers and farms also appeared to be larger. Generally, BAE said, the supply situation is better than at this time last year.

Invitations for Bids

Quartermaster Purchasing Offices—111 East 16th Street, New York 3, N. Y.; 1819 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif.

Veterans Administration—Procurement Division, Veterans Administration, Wash. 25, D. C.

The Walsh-Healey Public Contracts Act *may apply* to all operations performed after the date of notice of award if the total value of a contract is $10,000 or over.

The QMC has invited sealed bids to furnish the following:

SOUPS—14,400 cans each of ready-to-serve chicken noodle, cream of mushroom, cream of pea, cream of tomato, and vegetable-beef soups, f.o.b. origin or f.o.b. destination. Bids due at New York under QM-30-009-52-1720 by May 16.

JELLIES—Quantities of grape, apple, apple-blackberry, apple-cherry, apple-elderberry, apple-raspberry, apple-strawberry, currant, crabapple, and quince jellies, domestic pack and export pack, f.o.b. origin or f.o.b. destination. Bids due at Chicago under QM-11-009-52-1485 by May 22.

JAMS—Quantities of apricot, blackberry, cherry, Concord grape, freestone peach, pineapple, raspberry, and strawberry preserves, domestic pack and export pack, f.o.b. origin or f.o.b. destination. Bids due at Chicago under QM-11-009-52-1479 by May 27.

United States Trade Policy

(Concluded from page 171)

to protections afforded to domestic producers by U. S. law:

First, a system providing for periodic review of "escape clause" actions is being established at the direction of the President. The "escape clause" was provided for by Congress in 1951 to help domestic producers obtain relief from foreign competition, either by withdrawal of tariff cuts or by establishment of import quotas.

Second, the State Department says that it recognizes that "restrictive features of the 'Buy America' policy, which was incorporated in United States statutes as early as 1933, were developed under circumstances far different from those which exist today, and warrant careful re-examination in the light of present circumstances."

The Italian Embassy, in its memorandum to the State Department, had concluded:

"The Italian government is confident that the Government of the United States will do everything in its power to eliminate obstacles and procedures that are proving so distressing for Italian exports to the United States, bearing in mind the necessity for Italy to reduce unemployment and increase her dollar earnings."

An earlier memorandum from the Italian Embassy, in 1950, had suggested that the problems of exporting Italian products to the United States are "aggravated by the too strict application of laws or regulations such as customs bills and procedures, Food and Drug Act, tariff negotiations, and the 'Buy American Act.'"

Although Italy alone is not a major supplier of canned foods, the expression of Administration trade policy by the State Department may be of interest to the canning industry generally and particularly to packers of cherries, pimientos, all fish, and other products which have experienced or are faced with competition with foreign products.

Henry H. Fowler to Head DPA

(Concluded from page 171)

Fleischmann had done for a time. DPA coordinates the production phase of the mobilization program and NPA administers materials controls programs.

In 1946 Mr. Fowler organized the law firm of Fowler, Leva, Hawes, and Symington, with offices in Washington, D. C.

Mr. Fleischmann plans to return to the practice of law in Buffalo.

DEFENSE

NPA Containers & Packaging

John C. Clay has been appointed Director of the NPA Containers and Packaging Division. He succeeds Robert de S. Couch, who is returning to General Foods Corp., Battle Creek, Mich., as special assistant to the general manager of the Carton and Container Division.

Mr. Clay is on leave as assistant to the executive vice president of National Starch Products, Inc., of New York City, manufacturers of starch products, industrial adhesives and synthetic resins. He has specialized in military packing and other types of industrial packaging problems.

RAW PRODUCTS

Grading of Sour Cherries

Grading of cherries by the "pail" method as picked proved the most practical and economical procedure for improving quality of sour cherries delivered to canneries in recent research on grading methods carried on in Michigan orchards by horticulturists and agricultural engineers of the U. S. Department of Agriculture and the Michigan State Agricultural Experiment Station.

The tests showed that a capable sorter could throw out enough defective cherries to raise the grade 5 percent while handling the fruit at a rate of 300 to 400 pounds an hour. Under favorable conditions, two sorters were able to raise the grade of four tons of cherries from 85 to 90 percent in a 10-hour day at a labor cost of about $2.75 a ton. On a 17-ton lot of wind-damaged cherries the grade was raised to 90 percent or above at a labor cost of approximately $5 a ton.

Where processors pay a premium for fruit of high quality, USDA said, the field grading will usually increase growers' incomes. However, the main advantage from wide adoption of field grading by the pail method, the announcement continues, should accrue through improvement in quality of the pack. Under recent Michigan marketing regulations, some field grading of cherries will usually be necessary.

MEETINGS

Use of Statistics in Selling

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, spoke on "Use of Statistics in Selling Canned Foods" at the second annual Institute on Sales Training for the Canning Industry held this week by the Industrial Management Institute, University of Wisconsin, at Madison.

Dr. Stier described the use of statistics as a management tool, in the development of sales policy and plans, and as a basis for advertising and promotion programs. Following a review of sources of statistical materials, he discussed analysis and interpretation of industry and business statistics and the application of statistics to canned foods selling.

Although statistics provide a quantitative measure of the various economic factors affecting business and potential sales, he said, the statistics must be combined with analysis, interpretation, and judgment. Dr. Stier demonstrated how industry data and government reports may be analyzed, and trends and relationships evaluated, and how such statistics may be applied to the development of selling plans and operations of canners.

Forthcoming Meetings

May 19-20—National Canners Association, Spring Meeting of Board of Directors and Administrative Council, Washington, D. C.

June 8-12—Institute of Food Technologists, Grand Rapids, Mich.

June 9-10—Michigan Canners Association, Spring Meeting, Park Place Hotel, Traverse City

June 17—Maine Canners Association, Summer Meeting, Lakewood, near Skowhegan

July 9-10—National Kraut Packers Association, Annual Meeting, Catawba Cliffs Beach Club, near Port Clinton, Ohio

October 5-7—American Meat Institute, 47th Annual Meeting, Palmer House, Chicago

October 23-25—Florida Canners Association, Annual Meeting, Casa Blanca Hotel, Miami Beach

November 3-4—Iowa-Nebraska Canners Association, Hotel Fort Des Moines, Des Moines

November 6—Illinois Canners Association, Fall Meeting, Bismarck Hotel, Chicago

November 10-11—Wisconsin Canners Association, 48th Annual Convention, Schroeder Hotel, Milwaukee

November 20-21—Indiana Canners Association, Annual Convention, French Lick Springs Hotel, French Lick Springs

November 24-25—Pennsylvania Canners Association, 38th Annual Convention, Penn-Harris Hotel, Harrisburg

December 1-2—Michigan Canners Association, Fall Meeting, Pantlind Hotel, Grand Rapids

December 2-3—Ohio Canners Association, Annual Convention, The Neil House, Columbus

December 4-5—New York State Canners and Freezers Association, Inc., 67th Annual Convention, Hotel Statler, Buffalo

December 4-5—Tri-State Packers Association, 49th Annual Convention, Haddon Hall, Atlantic City, N. J.

January 22-23—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco

March 23-24—Canners League of California, 49th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara

DEATH

Prince E. Harris

Prince E. Harris, 81, retired salmon packer and Seattle business leader, died May 5 at the Swedish Hospital, Seattle, following a long illness.

He was a pioneer Alaska salmon packer, founding P. E. Harris & Co. in 1910, and headed that firm until it was succeeded in 1950 by P. E. Harris Company, Inc.

Mr. Harris was born in Mississippi and moved to Seattle in 1910. He was one of the original incorporators of the Association of Pacific Fisheries in 1914 and served on its board of trustees until the time of his death. He also was a member of the Advisory Board of the Northwest Branch of the N.C.A. and a director of several large Seattle corporations. For a number of years he was president of Salmon Terminals, Inc., in Seattle.

CONGRESS

Defense Production Act

Canning industry views on extension of the Defense Production Act are scheduled for presentation to the House Committee on Banking and Currency on May 15. The N.C.A. presentation will be made by Henry P. Taylor, 1950 President of N.C.A., who testified on the same subject before the Senate Banking Committee (see INFORMATION LETTER of March 15, page 125, and Supplement to INFORMATION LETTER of March 22).

The Committee concluded taking testimony of government officials on May 5 and began a 12-day period of hearing industry views. The Committee expects to complete public hearings on the controls extension by May 21.

Agriculture Appropriations

The House on May 1 passed and sent to the Senate H. R. 7314, providing appropriations for the U. S. Department of Agriculture for fiscal 1953. The House approved the full amount of $724,003,699 that had been recommended by its Appropriations Committee. This amount is only $69,320,131 below 1952 appropriations and $24,412,129 below budget estimates.

TABLE OF CONTENTS

PAGE

Association Activities

Former FBI operative will address N.C.A. Board at forthcoming spring business meetings 171
Schedule of meetings of Board, Council, committees 171
N.C.A. 1951 financial report 171

Defense

Henry H. Fowler to head DPA as Fleischmann resigns 171
NPA containers and packaging 173

Foreign Trade

United States trade policy cited by State Department 171

Publicity

Woman's Day magazine 172
What's New in Home Economics 172
Today's Woman magazine 172
McCall's magazine 172

Statistics

1951 packs of spinach and other greens 172
1951 pack of white potatoes 172
1951 pack of sweet potatoes 172
Poultry canned in March 172

Supplies

1952 pesticide outlook 173

Procurement

Invitations for bids 173

Raw Products

Grading of sour cherries 173

Meetings

Use of statistics in selling 174
Forthcoming meetings 174

Death

Prince E. Harris 174

Congress

Defense Production Act 174
Agriculture appropriations 174